



Patent Application
44660-1

APPENDIX: CLEAN VERSION OF AMENDED CLAIMS

a1 1. (Amended) A method comprising the steps of:
2 receiving a request initiated by a consumer and transmitted
3 over a global communication network to a system, said request
4 having a domain name associated with a plurality of domain names
5 each of which includes a common domain name element, said domain
6 name identifying goods/services without identifying a specific
7 provider thereof;
8 selecting, responsive to the received request, at least one
9 name of at least one provider; and
10 forwarding the selected at least one name of the at least one
11 provider from said system to said consumer, wherein said consumer
12 chooses a provider from the selected at least one provider to
13 communicate therewith.

a2 18. (Amended) A system comprising:
2 a database for storing information associated with a
3 consumer; and
4 a server for receiving a request initiated by said consumer
5 and transmitted over a global communication network, said request
6 including a domain name associated with a plurality of domain names
7 each of which includes a common domain name element, said server
8 further including:
9 a name linking module for selecting, responsive to the
10 received request and based upon said information stored in
11 the database, at least one name of at least one provider; and
12 a controller for forwarding the selected at least one
13 name of the at least one provider to said consumer, wherein
14 said consumer chooses a provider from the selected at least
15 one provider to communicate therewith.

1 25. (Amended) A method for providing a consumer with a
2 customized web page containing the names of various providers of
3 goods and services that where selected according to a name linking
4 policy, said method comprising the steps of:

5 storing, within an intermediary system, information
6 associated with said consumer;

7 receiving a request initiated by said consumer and
8 transmitted over a global communication network to said
9 intermediary system, said request including a domain name
10 associated with a plurality of domain names each of which includes
11 a common domain name element;

12 selecting, responsive to the received request and based upon
13 said information stored in said intermediary system, at least one
14 name of at least one provider using said name linking policy of
15 said intermediary system;

16 forwarding the selected at least one name of the at least one
17 provider within said customized web page to said consumer, wherein
18 said consumer chooses a provider from the selected at least one
19 provider to communicate therewith; and

20 operating, within said intermediary system, as an
21 intermediary between said consumer and said chosen provider.